

## Job Detail

Staff Level

Position Title	[Marketing] Entrust us with raising awareness and brand power of ASUS finished products (notebooks)!
Company Name	ASUS JAPAN
Activated / Updated	2024-04-24 / 2024-04-24
Job Type	Planning/Marketing/PR - Branding/Strategic Marketing Planning/Marketing/PR - Advertisement/Communication/PR Planning/Marketing/PR - Planning/Marketing
Industry	Computer/OA Equipment/Telecommunication Equipment
Location	Asia Japan Tokyo
Job Description	<p>Improve recognition and brand power of ASUS and ASUS finished products in the Japanese domestic market</p> <p>■ Products in charge General finished products made by ASUS (PC/Android terminal). Please check the website for details.</p> <p>■ Main business contents The main mission is to plan and execute marketing communication strategies for general ASUS finished products (PC terminals for consumers). After joining the company, you will first start as a candidate in charge, and then as the person in charge of marketing activities for the product you are in charge of, you will be responsible for the following tasks.</p> <ul style="list-style-type: none"><li>• Production direction of sales promotion tools For example, creating instructions for related departments including external contractors, sales promotion posters for mass retailers, production direction such as localization of key visual materials.</li><li>• PR strategy planning and execution for each product under the plan of the product manager For example: where PR should be weighted, how to appeal the product to consumers, how to approach with advertising and public relations, how to create PR materials and how to do it, etc.</li><li>• Operational management of sales promotion budgets in marketing</li></ul>
Company Info	<p>■ Company culture Since it is a foreign-affiliated company, a sense of speed is required in making decisions and actions, but the work environment is open and allows a high degree of discretion and freedom.</p> <p>Not only can you experience a wide range of channels, PR marketing, and budget management, You can also hone your creative skills.</p> <p>[Assignment team] Total less than 20 people</p> <p>* Measures to prevent passive smoking: No smoking indoors</p>
Working Hours	09:30~18:30 (1 hour break) Staggered working hours (starting from 8:00 to 10:00, leaving from 17:00 to 19:00, working 8 hours per day)
	<p>【Prerequisite】</p> <ul style="list-style-type: none"><li>• More than 2 years of practical experience related to marketing for the Japanese market</li><li>• Business level Japanese or above</li><li>• English business beginner level or higher (reading and writing emails, creating materials, English conversation that can communicate)</li><li>• Communication skills inside and outside the company and across departments</li></ul> <p>[Welcome conditions]</p> <ul style="list-style-type: none"><li>• People who have experience in the e-sports industry</li><li>• Those who are interested in PC games</li><li>• Those who like gadgets</li></ul>

Qualifications	<p>[desired person image]</p> <ul style="list-style-type: none"> <li>• Those who have a strong sense of responsibility</li> <li>• People who are passionate about the gaming category</li> <li>• Those who are proactive and have a challenging spirit</li> </ul> <p>■ Selection flow  Document screening → 1st interview at your company → [submission of assignment + aptitude test] → 2nd interview (presentation in English) → 3rd interview (personnel) → unofficial offer  *The aptitude test is not an SPI test.  *The number of interviews and the content of assignments may decrease.  *For those who are far away, online support is available.</p>
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Fluent(JLPT Level 1 or N1)
Salary	JPY - Japanese Yen JPY 5000K - JPY 8000K
Salary Description	<p>Complete with social insurance  Transportation Allowance (up to 30,000 yen/month)  50-50 lunch meal subsidy system  Employee discount coupon system</p>
Holiday Description	<p>Two days off per week (Saturdays and Sundays) and holidays  Year-end and New Year vacation (8 days), summer vacation (adjustable 3 days)  Paid leave, maternity leave, childcare leave system  Special paid leave (birthday, menstruation, congratulations or condolence, vaccination, etc.)</p>
Job Contract Period	full-time employee
Nearest Station	Chiyoda-ku, Tokyo, 2-5 minutes walk from Ichigaya Station, 4 lines available (JR Sobu Line, Metro Yurakucho Line, Metro Namboku Line, Toei Shinjuku Line)